

Rep Order# 6831602 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104088

Last Received: 07/06/2012 2:30 PM Printed: 07/06/2012 9:15 AM

1 of 5

EC'd Yes

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) CROSSROADS GPS  
Product Crossroads GPS  
Estimate# 754  
Buyer Emily Milhoan  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency CP1/P2/E 12/11/754  
Flight Dates 07/27/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

SC=\*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	SU	430A-5A	WAKE UP EARLY W/ THE WAGNERS	:30	\$150.00	07/29-07/29	1	1	1	\$150.00	\$150.00	
2	M	430A-5A	WAKE UP EARLY W/ THE WAGNERS	:30	\$150.00	07/30-07/30	1	1	1	\$150.00	\$150.00	
3	TU	430A-5A	WAKE UP EARLY W/ THE WAGNERS	:30	\$150.00	07/31-07/31	1	1	1	\$150.00	\$150.00	
4	W	430A-5A	WAKE UP EARLY W/ THE WAGNERS	:30	\$150.00	08/01-08/01	1	1	1	\$150.00	\$150.00	
5	TH	430A-5A	WAKE UP EARLY W/ THE WAGNERS	:30	\$150.00	08/02-08/02	1	1	1	\$150.00	\$150.00	
6	SU	430A-5A	WAKE UP EARLY W/ THE WAGNERS	:30	\$150.00	08/05-08/05	1	1	1	\$150.00	\$150.00	
7	M	430A-5A	WAKE UP EARLY W/ THE WAGNERS	:30	\$150.00	08/06-08/06	1	1	1	\$150.00	\$150.00	
29	F	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	07/27-07/27	1	1	1	\$400.00	\$400.00	
30	M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	07/30-07/30	1	1	1	\$400.00	\$400.00	
31	TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	07/31-07/31	1	1	1	\$400.00	\$400.00	
32	W	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/01-08/01	1	1	1	\$400.00	\$400.00	
33	TH	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/02-08/02	1	1	1	\$400.00	\$400.00	
34	F	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/03-08/03	1	1	1	\$400.00	\$400.00	
35	M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/06-08/06	1	1	1	\$400.00	\$400.00	

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Station Advertiser Product Estimate#	KSNV-TV LAS VEGAS, NV. ( )CROSSROADS GPS Crossroads GPS 754	Agency Agency C/P1/P2/E	( )CROSSROADS MEDIA 66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314	Flight Dates 07/27/2012 - 08/06/2012	Hiatus Weeks								
Buyer Phone# Fax#	Emily Milhoan												
LT	In	Day	Time	Program									
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66	F	430P-5P	NEWS 4 AT 430P		:30	\$700.00	07/27-07/27	1	1	1	1	\$700.00	
67	M	430P-5P	NEWS 4 AT 430P		:30	\$700.00	07/30-07/30	1	1	1	1	\$700.00	
68	TU	430P-5P	NEWS 4 AT 430P		:30	\$700.00	07/31-07/31	1	1	1	1	\$700.00	
69	W	430P-5P	NEWS 4 AT 430P		:30	\$700.00	08/01-08/01	1	1	1	1	\$700.00	
70	TH	430P-5P	NEWS 4 AT 430P		:30	\$700.00	08/02-08/02	1	1	1	1	\$700.00	
71	F	430P-5P	NEWS 4 AT 430P		:30	\$700.00	08/03-08/03	1	1	1	1	\$700.00	
72	M	430P-5P	NEWS 4 AT 430P		:30	\$700.00	08/06-08/06	1	1	1	1	\$700.00	
73	F	6A-7A	WAKE UP WITH THE WAGNERS		:30	\$700.00	07/27-07/27	1	1	1	1	\$700.00	
74	M	6A-7A	WAKE UP WITH THE WAGNERS		:30	\$700.00	07/30-07/30	1	1	1	1	\$700.00	
75	TU	6A-7A	WAKE UP WITH THE WAGNERS		:30	\$700.00	07/31-07/31	1	1	1	1	\$700.00	
76	W	6A-7A	WAKE UP WITH THE WAGNERS		:30	\$700.00	08/01-08/01	1	1	1	1	\$700.00	
77	TH	6A-7A	WAKE UP WITH THE WAGNERS		:30	\$700.00	08/02-08/02	1	1	1	1	\$700.00	
78	F	6A-7A	WAKE UP WITH THE WAGNERS		:30	\$700.00	08/03-08/03	1	1	1	1	\$700.00	
79	M	6A-7A	WAKE UP WITH THE WAGNERS		:30	\$700.00	08/06-08/06	1	1	1	1	\$700.00	
80	F	7A-9A	TODAY SHOW		:30	\$1,400.00	07/27-07/27	1	1	1	1	\$1,400.00	
81	M	7A-9A	TODAY SHOW		:30	\$1,400.00	07/30-07/30	1	1	1	1	\$1,400.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
---	82	TU	7A-9A	TODAY SHOW	:30	\$1,400.00	07/31-07/31	1	1	1	\$1,400.00	
83	W	7A-9A	TODAY SHOW		:30	\$1,400.00	08/01-08/01	1	1	1	\$1,400.00	
84	TH	7A-9A	TODAY SHOW		:30	\$1,400.00	08/02-08/02	1	1	1	\$1,400.00	
85	F	7A-9A	TODAY SHOW		:30	\$1,400.00	08/03-08/03	1	1	1	\$1,400.00	
86	M	7A-9A	TODAY SHOW		:30	\$1,400.00	08/06-08/06	1	1	1	\$1,400.00	
87	F	4P-430P	FIRST NEWS 3 AT FOUR		:30	\$700.00	07/27-07/27	1	1	1	\$700.00	
88	M	4P-430P	FIRST NEWS 3 AT FOUR		:30	\$700.00	07/30-07/30	1	1	1	\$700.00	
89	TU	4P-430P	FIRST NEWS 3 AT FOUR		:30	\$700.00	07/31-07/31	1	1	1	\$700.00	
90	W	4P-430P	FIRST NEWS 3 AT FOUR		:30	\$700.00	08/01-08/01	1	1	1	\$700.00	
91	TH	4P-430P	FIRST NEWS 3 AT FOUR		:30	\$700.00	08/02-08/02	1	1	1	\$700.00	
92	F	4P-430P	FIRST NEWS 3 AT FOUR		:30	\$700.00	08/03-08/03	1	1	1	\$700.00	
93	M	4P-430P	FIRST NEWS 3 AT FOUR		:30	\$700.00	08/06-08/06	1	1	1	\$700.00	
94	F	5P-630P	EARLY NEWS		:30	\$1,000.00	07/27-07/27	1	1	1	\$1,000.00	
95	M	5P-630P	EARLY NEWS		:30	\$1,000.00	07/30-07/30	1	1	1	\$1,000.00	
96	TU	5P-630P	EARLY NEWS		:30	\$1,000.00	07/31-07/31	1	1	1	\$1,000.00	
97	W	5P-630P	EARLY NEWS		:30	\$1,000.00	08/01-08/01	1	1	1	\$1,000.00	
98	TH	5P-630P	EARLY NEWS		:30	\$1,000.00	08/02-08/02	1	1	1	\$1,000.00	



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Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Showing Buylines: All Lines

**—REPORT TOTALS—**

Report Totals: 76 / \$77,050.00

**—SALES MONTHLY TOTALS—**

Jul 12: 16 / \$25,050.00 Aug 12: 60 / \$52,000.00

Sales Totals: 76 / \$77,050.00  
Station Totals: 76 / \$77,050.00  
Lines not sent/recl'd/rtrn: 0 / \$0.00

**—COMPETITIVE—**

Market	Totals	CATV	KBLR	KING	KLAS	KSNV	KVLY	KVVU
	\$248,548	0%	0%	0%	30%	31%		
		20%	KTNV	KVCW	1%	17%		
		XXXX	RTUD					
		0%						

**—COMPETITIVE COMMENTS—**

NEW ORDER  
EST SHARES

Books JUL12  
Demos RA35+

**— CREDIT RISK —**

CASH IN ADVANCE